Opportunity Fund IDA Program Evaluation Highlights
Saver Drops vs. Graduates, August, 2011
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Highlights

For this analysis, we identified the success rate (proportion of graduate to population)[1] by specific characteristics of clients to determine who is more likely to graduate.

- The highest rates of graduates are saving towards citizenship.
- Singles with or without children are more likely to drop than married, widowed or separated clients.
- Clients with at least a high school diploma are more likely to graduate than those without one. In particular, clients who have their AA degree have a greater chance of succeeding in the program.
- It appears to be that clients under the 100 % poverty line graduate (86%) more often than those clients over 100-200% of the poverty line (83%). Lower income clients are more successful in graduating and saving for a future asset.
- Clients referred by nonprofit organizations and public agencies are more likely to graduate than educational institutions and Opportunity Fund. Although the analysis of inquiries and active savers found that clients who are referred from educational institutions are more likely to become active savers, this doesn't not necessarily mean these active savers will actually graduate.

Select Data

Characteristics	Graduates Success Rate
Age Group	74% of 20-30 year olds 72% of 31-40 year olds 74% of 41-50 year olds 78% of 51 -60 year olds 82% over the age of 60
Ethnic Group	87% of Asian, Pacific Islanders 71% Latino/Hispanic 56% African American
Gender [2]	73% of Females graduate 91% of Males graduate
County	77% of Santa Clara 59% of San Mateo
Marital Status	87% of married clients with no children 81% of individuals who are separated, widowed or divorced with no children 70% single with no children 62% single with children
Saving Goals	81% Citizenship 74 % Post secondary education 74% Business
Credit Score	76% of 500-600 80% of 601-700 91% of over 701
Monthly Deposit[3]	88% deposit of $100 75% deposit of $50-$100 70% deposit of $25-$50

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[1] The success rate was calculated as: Number of grads / (Number of grads + Number drops) = success rate. Please note that the calculation does not take into account current or past active savers.
[2] There are a greater number of graduate females enrolled compared to males.
[3] The majority of graduates enrolled for monthly payments paid between $75-100.

Highlights

A comparison of demographic trends including gender, language, ethnicity, geographic location, need for childcare, and savings goal revealed no significant differences between inquiries (interested, eligible applicants) and active savers.

Differences between active clients and inquiries:

- Clients who register for classes within 60 days of at least having an orientation are most likely to become active savers. After 60 days, it is unlikely that the client will become an active saver.
- It can be inferred that pending applications are less likely to register for classes, while completed applications will at least register, but not necessarily attend financial education classes.
- Clients who become active savers will most likely open an IDA Account within 60 days of completing an application and financial education courses. Clients who open an account more than 60 days after being entered will most likely not become active savers.
- Educational institutions are more likely to refer successful active savers clients than public agencies and other non profit partners.

Similarities between active clients and inquiries:

- Active savers and inquiries had similar characteristics for gender, county, savings goal, and childcare services request. The majority of clients were women and Latino who lived in Santa Clara and San Mateo counties. They wanted to save for post secondary school and requested child care services.

Select Data

Enrollment Rates by Products*			
IDA Product	**Active**	**Inquiries**	**Enrollment Rate**
Small Business(AFIA)	**91**	**89**	**51%**
Citizenship	100	71	58%
Post Secondary Education (AFIA)	**217**	**115**	**65%**
Start 2 Save	51	6	89%
Single Mothers (WANDA)	63	12	84%
Total	**522**	**293**	**64%**

*Enrollments as of 6/30/2011; Rate calculated as number of active savers / (number of active savers+ Number of inquires)

Active vs. Inquiry Client Snap Shot		
Characteristics	**Active**	**Inquiries**
Gender	70% Females	66% Females
Primary Language	95% English	86% English
Ethnic Groups	50% Latin/Hispanic 28% Asian/Pacific	48% Latin or Hispanic 32% Asian/Pacific
County	63% Santa Clara 37% San Mateo	68% Santa Clara 32% San Mateo
Savings Goal	53% Education 24% Business 23% Citizenship	42% Education 33 % Business 25% Citizenship
Child Care Services Requested	92% requested services	90% requested services